



\$120 approximate retail value—yours for just \$19.95



Select two boxes of Gevalia Kaffe from 17 exquisite varieties.



You'll receive our chef-quality 12-Cup Coffeemaker.



Plus a ceramic canister to keep your Gevalia at its freshest.

1-800-GEVALIA • WWW.GEVALIA.COM

EST. 1893
GEVALIA
KAFFE

Discover the extraordinary pleasures of Gevalia, and all this can be yours for only \$19.95



Approximate retail value \$120

- You are not required to join anything
- Your satisfaction is unconditionally guaranteed
- You may cancel your service at any time

EST. 1893
GEVALIA
KAFFE
1-800-GEVALIA • WWW.GEVALIA.COM

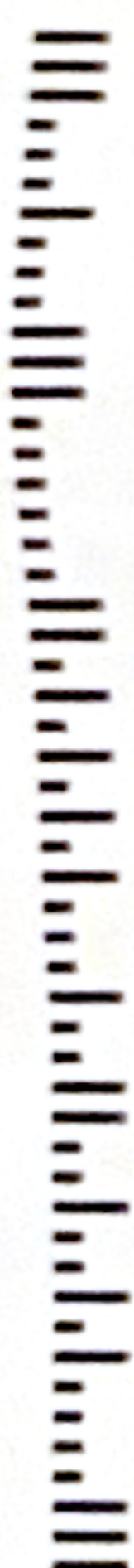
BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 805 CLIFTON NJ

POSTAGE WILL BE PAID BY ADDRESSEE

Gevalia® Kaffe
Holmparken Square
PO Box 5279
Clifton NJ 07015-9485

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES





Select any two coffees you'd like to try
and we'll ship them direct to your door.

Choose your perfect cup of Gevalia® Kaffe

	Light Roast Medium-bodied, mild and smooth with a subtle fragrance.	A
	Traditional Roast® A highly aromatic, perfectly balanced medium roast.	C
	Dark Roast Full-bodied, slight woody notes with pleasantly bittersweet undertones.	D
	Espresso Roast® Full-bodied with spicy fragrance and a deep flavor.	E
	NEW Signature Blend Our Master Taster's favorite. Full-bodied, somewhat dark.	KL
	Breakfast Blend® A dark-roasted, full-bodied blend of aromatic Arabica beans. A perfect start to your day.	BB
	Colombia Medium-bodied, rich and complex, with a clean acidity and winery flavor.	F
	Kenya Full-bodied and smooth with distinct blackberry undertones and a clean, distinct taste.	H
	Peruvian Organic® A smooth, organically grown coffee, medium-bodied with a light floral acidity.	KK
	Mocca Java Strong-bodied flavor with a hint of spiciness and a gentle touch of sweetness.	I
	Amaretto® Slightly sweetened with non-alcoholic Amaretto liqueur flavoring, this delicious treat has hints of cherry almond.	J
	Mocha® Rich chocolate flavor and cacao beans make this a true indulgence.	L
	Vanilla Nut® Rich and nutty with smooth vanilla overtones.	M
	Chocolate Raspberry® The flavors of sweet chocolate and tangy raspberry make this a tantalizing treat.	N
	French Vanilla® Sweet creamy flavor with suggestions of buttercream and honey almond.	O
	Irish Creme® High-grown Arabica beans and the rich, nutty flavor of non-alcoholic Irish Creme.	P
	Hazelnut® The mellow flavor of hazelnut blended with our exquisite Gevalia coffee is a rich treat.	Q

Experience a pleasure that's purely Gevalia Kaffe.

From the moment your coffee arrives, you'll sense the difference. The rich aroma of superior beans blended and roasted with care. A freshness that's truly Gevalia Kaffe. And your personal taste preferences captured in a cup.

Everything you need to enjoy Gevalia. All for only \$19.95, with no further obligation.

The approximate retail value of this exclusive offer is \$120. You'll receive two half-pound boxes of Gevalia Kaffe, along with our 12-Cup Coffeemaker to ensure you enjoy Gevalia at its finest. Available in your choice of black, white, green or blue, it features a high-extraction filter cone for optimum brewing. We'll even include a matching canister to keep your coffee fresh and flavorful.



Call now for your Trial Shipment. There's no future commitment.

- Your \$19.95 shipment includes all delivery charges
- You are not required to purchase any additional coffee
- We'll tailor your delivery schedule to meet your needs
- You'll never pay for coffee you don't want
- Your satisfaction is guaranteed or you may cancel your service at any time

Call 1-800-GEVALIA (1-800-438-2542) or simply return your order form. You can also visit www.gevalia.com.

Call 1-800-GEVALIA (1-800-438-2542)

toll free, 24 hours, 7 days

or order at www.gevalia.com

Please accept our invitation to try one pound of Gevalia® Kaffe, and we'll send you a high-quality 12-Cup Coffeemaker and a matching ceramic canister (approximate retail value \$120) with your shipment. This \$19.95 trial offer is all-inclusive. There are no additional delivery charges.

You'll receive two half-pound packages of the coffees you select with the understanding that you will receive additional deliveries of Gevalia approximately every six weeks (plus a special holiday delivery). Or simply call us to customize the delivery schedule you prefer. You may cancel at any time without obligation. The coffeemaker is yours to keep regardless of your decision.

Check coffeemaker color:

- ☐ Jet black (BL-BC) ☐ Hunter green (EG-EC)
☐ Soft white (WH-WC) ☐ Cobalt blue (CC-UC)

Choose the coffees you prefer:

First half-pound choice _____ letter code _____

Second half-pound choice _____ letter code _____

Check one of each: ☐ Regular (R) ☐ Decaffeinated (D)

CODE: 101825 ☐ Whole Bean (1) ☐ Ground (2)

Your Name _____ Please Print

Address _____

City _____ State _____ Zip _____

Telephone Number (____) _____

E-mail _____

☐ Please check here if you do not wish to receive special Gevalia news and offers via e-mail.

Choose your billing option:

- ☐ Charge my: ☐ MasterCard ☐ Visa
 ☐ American Express ☐ Discover

Credit Card Number: _____

Exp. Date: _____ / _____
 Month Year

Signature Required: _____

☐ Enclosed is my check payable to Gevalia Kaffe for \$19.95.

Approximate retail value \$120

Yours for just \$19.95

With no commitment to join anything



Choose white, black, green or blue.

HERE'S WHAT YOU CAN LOOK FORWARD TO:

TRIAL SHIPMENT. The 12-Cup Coffeemaker and handmade ceramic canister are yours to keep for sampling Gevalia® Kaffe—with nothing more to buy. And no further commitment.

If you are satisfied, do nothing and a standard delivery of four half-pound packages (two pounds total) of the type(s) you originally selected will be shipped approximately one month later. You will receive the same standard package once every six weeks unless we hear from you. You may choose to receive coffee less (or more) frequently and you can change the quantities or types of your coffees—or cancel anytime—by calling 1-800-GEVALIA. Each year you will also receive a special holiday delivery. You will be notified in advance with details of this delivery and its seasonal price.

CONVENIENT BILLING. You will be billed at the time of each shipment. Prices of coffees vary, ranging from \$5.55–\$7.25 per half-pound package of Gevalia Kaffe Regular and \$6.25–\$7.45 per half-pound package of Decaffeinated. A shipping and handling charge will be added. You may pay upon receipt of each shipment or, if using a credit card, subsequent shipments will be billed to your card. Coffee prices are subject to change.

NO MINIMUM. NO COMMITMENT. There is no minimum purchase. You may cancel and stop your deliveries at any time by notifying us by mail or phone. If you must return a shipment, you may do so at our expense. Your satisfaction is guaranteed or you may return the item for a complete refund. Offer is subject to change and is open to residents of the U.S., the U.S. Virgin Islands and Puerto Rico, and is only valid for new members of the Gevalia Kaffe program. Limit one Gevalia Kaffe membership per household. Offer expires 4/30/04. GEVALIA is a registered trademark.

Detach order form, fold, insert here, seal and mail.

*Not available in decaffeinated whole bean. Whole bean regular available in 7-oz. packages only. **Not available in whole bean. †Not available in decaffeinated.